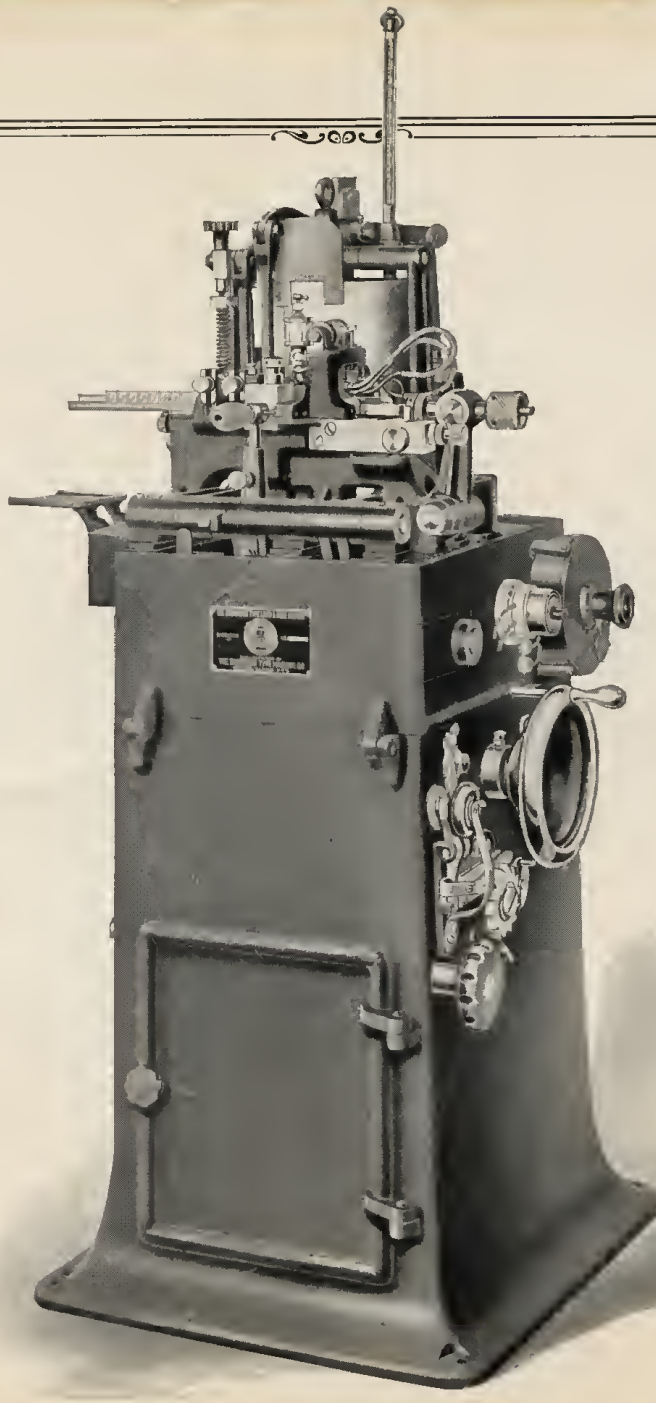
THE
THOMPSON

THE
QUALITY
TYPE
CASTER

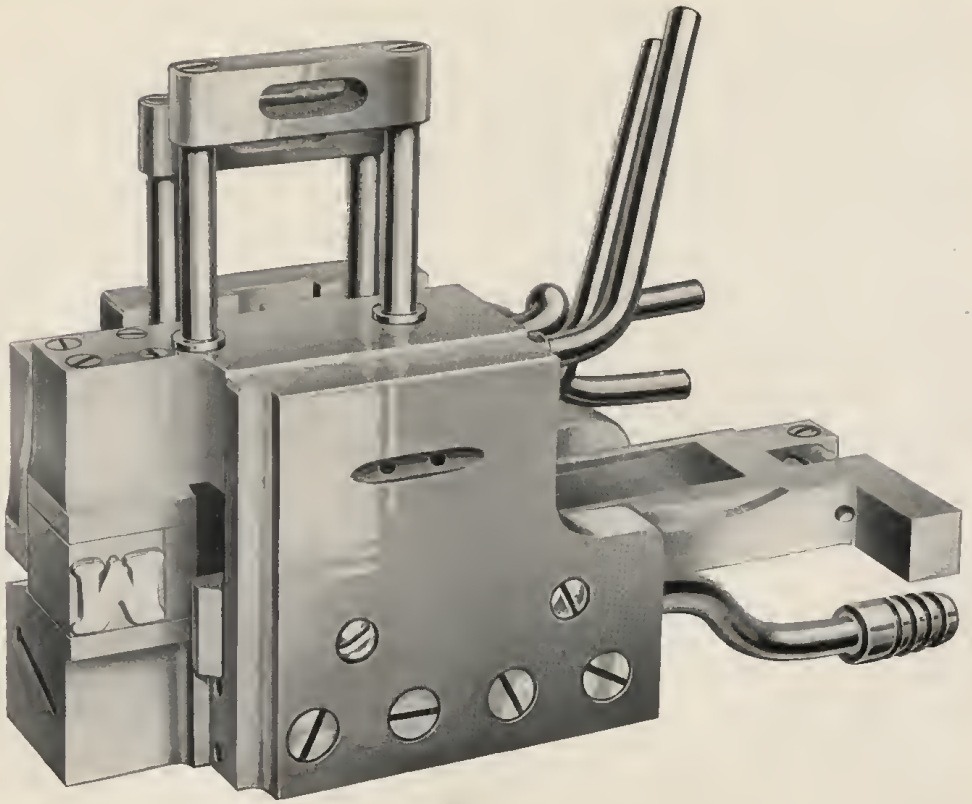


THE THOMPSON TYPE CASTER

Casts type, borders, ornaments, high and low quads and spaces in all sizes from 5- to 48-point, from either Linotype, Intertype, or its own matrices.

THE
THOMPSON
THE
QUALITY
TYPE
CASTER

MANUFACTURED BY
THOMPSON TYPE MACHINE CO.
223 WEST ERIE STREET
CHICAGO, U. S. A.



THOMPSON MOLD AND ITS BODY-PIECES

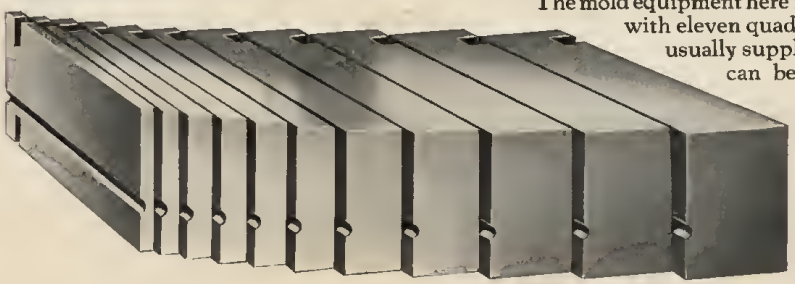
Above is illustrated the Thompson mold with a 48-point body-piece and a 48-point type that has just been cast. Below is shown a number of different body-pieces for casting type in various sizes from 5- to 48-point.

Note when changing the size of type that any body-piece can be removed from the mold and another inserted in less than two minutes.

Also, that with any body-piece type or high quads can be cast any width from 1 to 50 points.

The foregoing also applies to the body-pieces for producing low quads and spaces. Any quad body-piece will cast spaces and quads of any width from 1 point to 50 points. This is a real advantage. For example, a compositor will save much time if supplied with 6-point quads 48 points wide, in addition to the regular quads. And consider the advantage of having an unlimited supply of accurate 1-point spaces of every size up to 48-point.

And don't forget that this mold and its body-pieces will last indefinitely. We have records of molds in constant use for over ten years on which not a cent has been spent for repairs.



The mold equipment here illustrated, together with eleven quad body-pieces, is that usually supplied. Any point size can be omitted and the cost thereby reduced. Should you need other sizes, either point or bastard body, no additional molds are required.

Why a Quality Type Caster

TODAY, more than ever before, in every field of industry Quality is the thing that really counts—is the only foundation on which to build a permanent success.

Look around you! If there is one characteristic of the American people, more marked than any other, it is their insistent demand for the best.

This present-day demand for Quality, this willingness to pay a fair price for an article of merit, is due in part to the improved financial status of the United States, but more to wise and persistent advertising.

An analysis will show that those concerns who have made the greatest success in this Quality field have first produced an article or service of surpassing merit. Next, they have fixed a price high enough to cover a liberal advertising campaign and still yield a profit. Whether their advertising is confined to periodicals or to direct by mail, or a combination of both, it reflects the high Quality of the product. This means that the text, the illustrations, the engravings, the paper, the ink, the presswork, the Type—all are of the highest quality.

Because the ordinary printer, imbued with the one idea of cheapening his product, could not give to these Quality manufacturers the distinction they wanted in their advertising, there has come into existence an entirely different kind of printer—a printer who specializes on the excellence of his typography. This new kind of printer does not concern himself to any great extent with presswork or binding; usually his plant is a composing-room only with little or no press equipment.

Nor does this printer go in very strong for machine composition. He knows by bitter experience the fallacy, so far as his own plant is concerned, of "non-distribution," "5,000 ems every working hour," and the other siren songs of the composing-machine salesman.

No sir! This new kind of printer equips his plant with Foundry Type, employs the best compositors he can obtain, and supplies his customers with perfect electrotypes of whatever they require—advertisements, booklet and catalog pages, etc.

Proof?

Examine the advertisements in The Saturday Evening Post, or any other high-grade periodical of large circulation. You will find that the great majority are set in foundry type.

The reason?

Type-foundry faces are the fashionable faces — they are new, beautiful, and distinctive. Type cast as the type-founders cast it is perfect as to body, face, and alignment, and has maximum durability.

But foundry type is very expensive.

All good things are expensive. But the difference in cost between machine type and foundry type on a page advertisement in The Saturday Evening Post is such a small percentage of the cost of insertion that it is not worth mentioning.

Likewise, the difference in cost between machine composition and hand work on a 16-page booklet of a million copies is an infinitesimal item of the total expense.

Nor is this difference in cost such a great item when the booklet has many more pages and the edition is much smaller. Indeed, any printer who over a long period of time has kept a careful record of the cost of high-grade machine composition will agree it is almost as expensive as hand work.

The Thompson Produces Perfect Type

The Thompson—the Quality type-caster—has been developed to meet the needs of that new class of printers who specialize on Quality composition—printers who, weary of attempting to secure perfect type from composing machines, and unable to produce Quality work with the type faces available with these machines, have returned to hand work from foundry type.

The claim is not here made that the Thompson produces cheap type.

WHY A QUALITY TYPE CASTER

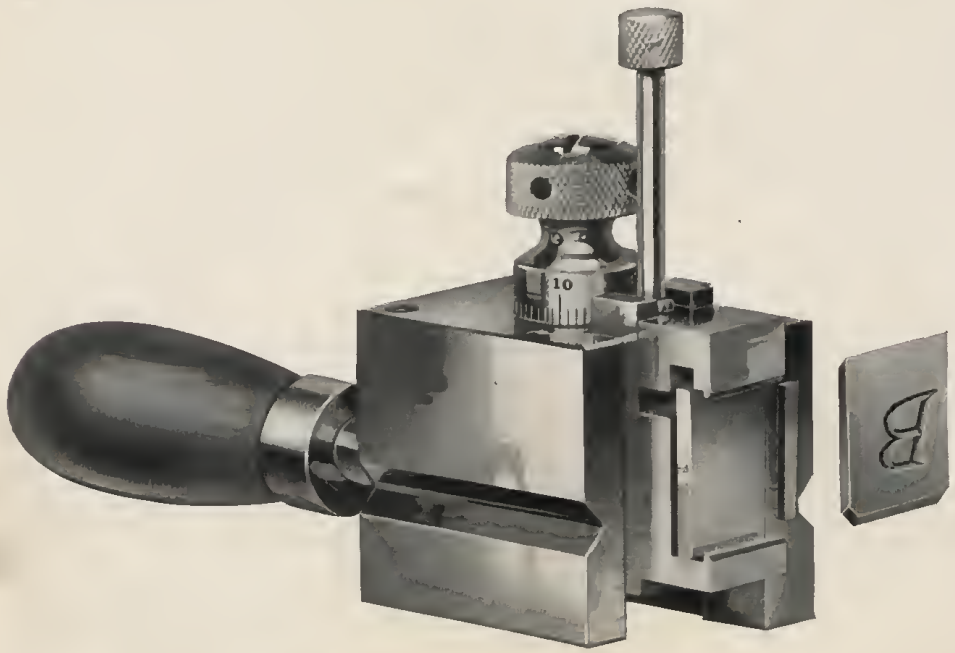
Cheap type, as many printers have discovered, is costly type if used for anything but the poorest grades of work. We are, however, ready and willing to prove that Thompson type is good type, perfect type. Like foundry type, it is correct as to body, face, and alignment, and of maximum durability.

Consider first the body of Thompson type; that is, the part of the body below the printing surface. The nozzle of the Thompson is located in the forward side of the pot-crucible, and about five inches below the surface of the metal in the pot. This nozzle is provided with a choker-valve similar to, but larger than, a needle-valve. To prevent the metal from flowing out of the nozzle the metal is forced through this valve into the mold, and as the nozzle is always full of metal there is no opportunity for air to be forced into the mold when the type is cast. This means that Thompson type is remarkably free from air-holes—what few you find are well below the face of the letter so there is more than ample support for the printing surface.

Thompson types never have concave printing surfaces, caused by air-bubbles. The foregoing can be easily demonstrated by sawing apart wide letters such as a 48-point M or W, or by comparing by weight an equal number of letters of the same dimensions. You will find that a 36-point alphabet of Thompson type will weigh as much as an equal number of foundry letters of the same width and point size, and considerably more than the product of any other type-caster. When it comes to long runs on the press, or the pressure of stereotyping, the firm, solid bodies of Thompson type stand up as well as any foundry type you can buy.

There is never any doubt as to the accuracy of Thompson type, as the micrometer test will demonstrate. The mold and its body-pieces are made of selected steel imported from abroad and hardened, ground, and lapped to almost inconceivably close dimensions. Given reasonably good care, a Thompson mold will last a lifetime—will maintain its accuracy year after year without need of repairs. This is especially true of that most important dimension, the height-to-paper. This never changes because the surface of the mold against which the matrix is held during the casting operation is so large there is no wear

on that part which determines the height of the type cast. This means that the type you cast today will be exactly the same height as type you cast ten years hence from the same mold, or any other Thompson mold.



THE THOMPSON MATRIX-CARRIER, MATRIX-HOLDER, AND THOMPSON MATRIX

After a type is cast the matrix-carrier, with matrix-holder and matrix, move back far enough to permit the face of the type as it is ejected from the mold to pass the front of the matrix. As the type is ejected from the mold the matrix-carrier moves forward to bring the matrix into casting position, the movement being but half an inch.

The matrix-carrier moves back and forth on "rails" which fit into the V-shaped grooves on each side of the carrier. Like the carrier, these rails are of the finest tool-steel, hardened, ground, and lapped to exact dimensions. Each groove is $2\frac{3}{8}$ inches long and $\frac{1}{4}$ inch deep, giving a total bearing surface of both grooves and their rails of $4\frac{3}{4}$ inches.

A person does not need much knowledge of machinery to realize that this construction, with its large bearing-surfaces and small movement, will never show appreciable wear and thus affect the alignment of the type produced.

Note also that the bearing-surface on the type-face side of the mold is $\frac{7}{8}$ inch long by $\frac{7}{16}$ inch wide when casting 6-point type, and 1 inch wide when casting 48-point type. This large bearing-surface comes in contact with an equally large bearing-surface on the matrix, and since the matrix in the carrier is held resiliently against the mold, being brought there gradually and not by a sudden blow, it means that a Thompson mold can be operated for many years before there is the slightest variation in the height-to-paper of the type it produces.

WHY A QUALITY TYPE CASTER

Thompson types have perfect faces—not frosted, rough, or with air-bubbles showing. This is due to the metal-pot mechanism with its nozzle so far down from the top of the pot that it is always filled with metal, and as the molten metal is forced into the mold horizontally and against the matrix, it means that the entire face in the matrix is filled with molten metal at the same instant and cools uniformly. This is one reason why all Thompson types are perfect types—they do not have to be sorted over after being cast and a large percentage rejected.

That bugbear, bad alignment—the cause of so much profanity, and so much expense, among users of machine-made type—need never trouble the user of Thompson type. In addition to the precision of the Thompson mold and its casting mechanism, Thompson matrices are fitted to exceedingly close dimensions, the final fitting or inspecting being checked by high-power microscopes. The tolerance for alignment, which every matrix must pass, is only .00025″ on the largest sizes and even less on the smaller, and the depth tolerance is but .0005″. With these close limits, it is not surprising that Thompson type aligns perfectly, whether it be 6-point or 48-point. Moreover, this alignment never varies, because there is no wear on the matrix-holder, nor any wear on the face or fitting sides of the matrix. All this means that the type you cast today will align perfectly with type you cast ten years hence.

With every Thompson type-caster is furnished a set of eleven lining-standards, one for each size body, of hardened steel and ground to exact dimensions to match "standard line." All that is required of the operator is that he adjust the machine so that the Cap H of the font aligns with this standard. With this adjustment locked he need not check the alignment of the other characters of the font, for these will align perfectly with the Cap H. There is never any doubt as to the foregoing. Not only are the matrices all aligned perfectly under a microscope before they leave the factory, but the adjustment of the machine will not vary by a hair's breadth.

If for any reason it is necessary to cast type on a special line, such as caps on a larger body for use as small caps, this can be easily done. The

Thompson matrix-holder [see illustration] has a micrometer adjustment so that the alignment can be varied by thousandths of an inch.

Thompson Type Is Durable

The durability of Thompson type, as well as all other kinds of type, is a variable factor, depending on the quality of the metal used. A soft type metal—one having too large a percentage of lead—costs less and can be cast faster than hard metal. Where the press-runs are comparatively short, and the type is used but once, the results from soft metal are nearly as satisfactory as from regular type-foundry metal.

But the Thompson did not achieve the reputation it has among Quality printers by casting type from soft metal. On the contrary, the machine was designed for, and we recommend the use of, hard foundry metal. You then have type that will withstand such severe tests as long runs on bond paper—type that can be used over and over again before it shows appreciable wear.

The foregoing applies particularly to the larger sizes. As every printer of experience knows, it is always the small type that wears out first. But the Thompson produces small type so rapidly and economically that it need never be used but once.

With large type it is a different story. While we are always ready and willing to guarantee that the Thompson will cast large type faster than any other machine on the market, when using hard metal it is often a waste of time and of metal to use but once the larger sizes of types so durable and so perfect as those produced by the Thompson.

The Thompson Matrix Equipment

In addition to the high quality of Thompson type—its solid and accurate bodies, correct fitting and alignment, and great durability—the matrix equipment of the machine is such as to appeal to the printer who specializes in beautiful and correct typography.

The type-faces used in printing this booklet are but two of the many popular and handsome letters available to Thompson users. Both are complete in every size from 6- to 48-point.

In the Thompson specimen-book is shown over 1,000 different fonts of matrices and 144 faces. There is also available a vast number of borders, ornaments, signs, accents, and special characters.

The foregoing, is, however, but a small part of the Thompson matrix equipment, for all the many artistic and popular faces made for the Linotype and Intertype can be used by the Thompson to cast single types, or logotypes up to 50 points long.

Wide Range of Thompson Sizes

Aside from the perfection of Thompson type, and the large matrix equipment of the machine, there are other features that should interest the Quality printer.

Perhaps the greatest of these is the wide range of the machine—from 5- to 48-point. Think of the advantage of being able to cast, right in your own composing-room, unlimited quantities of 42- and 48-point type. With other type-casting machines, the limit is 36-point. This applies not only to type but to spacing material. The Thompson will produce hollow quads, 48 points square, at a rate of 12 per minute. Matrices can be obtained for casting these hollow quads in all dimensions from 24- to 48-point. They effect a great saving of metal, as well as the time of the casting-machine.

Thompson Type Has Proper Nicks

Another advantage of the Thompson, not possessed by other type-casters, is the multiple-nick device, making it possible to cast type with any one of four different combinations of nicks. In composing-rooms where

THOMPSON HOLLOW QUADS

The Thompson will produce these valuable "quotations" at a speed that will surprise you, 12 a minute being a fair average for the largest size, 48 points square. This means spacing material at the rate of 320 square inches an hour—surely enough to supply all the needs of a very large composing-room. They effect a great saving of time and metal.

nearly all work is electrotyped or stereotyped, distribution is frequently found profitable. In such plants the Thompson nick-device will help to guard against distributing type into wrong cases.

Simplicity of the Thompson

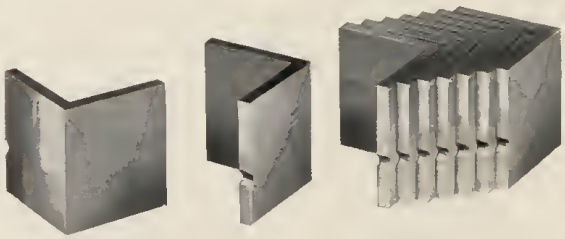
It is difficult to conceive of a type-caster more easy to operate than the Thompson. A skilled machinist is not required. On the contrary, after a few days' instruction by the erector any person of ordinary intelligence can produce as good type as an operator of long experience. This is a broad statement, but it is true, as is proven by the Thompson machines in successful operation in far-away countries where it is not practical to send erectors or instructors. There are many Thompson machines in the Orient, which were erected and put in operation by natives who never saw a Thompson until it was unpacked, and who cannot read or speak the English language.

Briefly, the operation of the machine is as follows: A body-piece of the proper point-size is inserted in the adjustable mold and fastened in position. The mold is not removed from the machine to do this. A cap "H" matrix is placed in the matrix-holder, which is a part of the matrix-carrier, and the carrier is placed in the machine. Meanwhile the metal has been heated until the thermometer shows the required temperature. The matrix, through the micrometer adjustment on the carrier, is moved to bring the Cap "H" in exact alignment with the steel standard; the power is then turned on and production starts.

Without further attention, except to keep the metal-pot supplied, the machine will continue to produce perfect types until a sufficient amount has been cast. To take out one matrix and insert another requires but a few seconds; no need to again adjust for alignment.

To change from one body-size to another requires only a few minutes. As the mold is not removed from the machine it is necessary only to open the mold, take out the body-piece and insert another of the proper size in its place, lock it in position, place the matrix of the desired character in the carrier, and after the correct alignment is obtained, the machine is ready to again start producing perfect type.

It is obvious that small type can be produced much faster than large



THOMPSON CORNER-QUADS

Brass corner-quads are expensive, hence few composing-rooms have an ample supply. This means a great loss of valuable time. The Thompson will produce type-metal corner-quads so fast that in an hour's time enough can be cast to supply all your needs for many months. You will find these quads accurate in every dimension, and just as satisfactory as brass corner-quads. They are produced so economically that you need use them but once.

type, the small letters cooling almost instantly while the larger ones require more time. A simple change-speed device, which is part of the machine, enables the operator to vary the number of casts from 8 to 150 a minute. About 12 a minute is as fast as it is possible to cast a 48-point Cap W or M, but 6-point type shoots out of the mold at the rate of 150 a minute. It is this great output of the Thompson, coupled with the perfect type it produces, that makes it such a profitable investment in any plant, large or small.

Durability of the Thompson

In the design and construction of the Thompson every effort has been made to produce a machine that would be free from annoying and expensive repairs. Those parts whose rapid movement means wear are made with broad bearing-surfaces, and constructed of high-grade tool-steel, hardened and tempered, ground to very close dimensions, and provided with ample lubrication. All this means that if given proper care the machine will last a lifetime without requiring more than slight replacements. We have records of machines in continuous operation for over ten years that have averaged only two dollars a month for repairs.

Economies the Thompson Makes Possible

One of the greatest savings resulting from the installation of a Thompson is that it enables the user to equip his plant with just the type he needs and no more. In other words, he does not have case after case filled with costly type which is used only now and then. On the

contrary, he needs to carry in large fonts only those faces which are in constant use. The semi-popular or special faces require only small fonts, but when any quantity of these is needed the machine and the matrices are at hand to produce any amount desired. This means a great reduction in the amount invested in type, or a greater output from the same investment.

Expressed in another way, your type investment is not in the form of foundry type costing a dollar or more a pound and depreciating 20 per cent or more a year. With the Thompson, your investment is the machine and its matrices and a supply of type metal at 18 cents a pound. Your total investment is, therefore, much less, your depreciation is much less, and the floor-space required is greatly reduced.

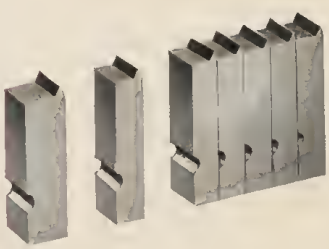
But it is the saving in the pay-roll that counts most. That the Thompson will greatly increase the output of your compositors can be easily demonstrated.

The distribution of small sizes of foundry type is a slow and laborious operation, and costs real money even if cheap labor is employed. The Thompson wipes out this expense, for it produces small type at the rate of 100 to 150 letters a minute.

In any composing-room using foundry type a great source of lost time is picking and hunting for sorts. This not only increases the pay-roll expense, but is discouraging to a compositor who takes real pride

OUTPUT OF THE THOMPSON

As one customer has well expressed it, "the Thompson gives you all the type you want when you want it." The case of type here illustrated is convincing proof. It was produced during the course of the day's work in the plant of a Thompson user, no effort being made to establish a record. The case contains 72 pounds of 18-point type, and the type was cast in three hours, this time including 78 matrix changes. Thus the Thompson gives both quality and quantity.



TABULAR QUAD-RULES

Matrices can be obtained for casting these rules in any length from 5 to 50 points, and any weight of face, but ¼-point is preferred. They can be cast on any size body, and to align with the face of any brass rule. They are almost indispensable in a composing-room that handles much tabular work.

in his work. Today, so scarce are good workmen in composing-rooms, that it is almost impossible to retain a skilled employee if he finds he must spend a large part of his time searching for missing letters.

With a Thompson in your shop, all this dissatisfaction, and all your type shortages, are overcome. Like turning on a water-spigot, you have "type on tap," for the machine is always ready to make all the type you require for any job—and no more. You do not have a lot of money tied up in type which you seldom use.

The economy of Thompson type in the pressroom is just as great as in the composing-room. Here every minute must be saved, for to the wage of the pressman must be added that of the feeder, together with the expense of running a machine costing thousands of dollars.

If you print from foundry type, unless it is brand new, it costs a lot of money to change and patch up worn letters.

If you use composing-machine type you are up against the same difficulty in different form, for letters with frosted and damaged faces, and types in bad alignment, must all be changed before the job can be printed. Unfortunately, these defects seldom appear until the job is made ready. This means an idle press, an idle pressman, an idle feeder, but a busy compositor, and a job not delivered when promised.

A Thompson will stop all these unnecessary losses, for every type it produces has a perfect face and is of absolutely correct height. It is real pleasure for a good pressman to make ready a form of such type.

The foregoing are but a few of the savings that result from the installation of a Thompson. It would require many pages to explain all the advantages of the machine in a composing-room doing Quality work—work that must measure up to the highest typographic standards. That the Thompson is in every respect a Quality type-caster is proven by the character of the printers who use the Thompson.

It is not possible to here enumerate the many Quality printers all over the world who are users of the Thompson. The fact that in every civilized part of the globe the machine is in successful use is proof that it would also be a success in your composing-room.

How the Thompson is Installed

The installation of a Thompson calls for no radical change in your plant. While the machine needs only four square feet of floor space, from four to eight more square feet should be allowed for the operator.

Since the mold is cooled by water, a water-pipe or tank should be provided, as well as a method of draining the waste water.

Where electricity is available, the electric metal-pot, for heating the metal, is recommended. To produce absolutely perfect type it is necessary that the metal be always at the same temperature, and this is only possible with the electric metal-pot and its dynamic thermometer.

However, many Thompson machines use gas for heating the metal, with satisfactory results.

Where neither gas nor electricity are available, gasoline or kerosene burners, with pressure tanks, are successfully used.

The machine is operated with a quarter horse-power electric motor installed in base. If electricity is not available, the machine can be belt-driven from a counter-shaft.

Will I Find the Thompson Profitable?

This question cannot be answered unless we know the size of your composing-room and the character of the work it produces. But one thing is sure, and that is we will never recommend the installation of a machine unless there is strong evidence that it will be profitable. One dissatisfied user can do more harm than can be offset by the sale of a dozen machines. If you will advise us as to the size of your composing-room, and the character of the work you turn out, we will tell you frankly whether or not you could use a Thompson to advantage. Use the enclosed post card and we will tell you what the Thompson will do for you.

NEW FACES

NOW AVAILABLE ON THE

THOMPSON

Series No. 210, Similar to Caslon Old Style No. 471
Series No. 211, Similar to Caslon Old Style Italic No. 471
Series No. 240, Similar to Caslon Open Face
Series No. 218, Similar to Goudy Old Style
Series No. 216, Similar to Goudy Bold
Series No. 217, Similar to Goudy Bold Italic
Series No. 227, Similar to Goudy Hand Tooled
Series No. 200, Similar to Cloister Old Style
Series No. 202, Similar to Cloister Bold
Series No. 203, Similar to Cloister Bold Italic
Series No. 214, Similar to Cooper
Series No. 212, Similar to Cooper Black
Series No. 236, Similar to Garamond
Series No. 230, Similar to Kennerley

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